

VEHICLE SALES AND SERVICE DATA INTEGRATION SYSTEM AND METHOD

Abstract

A computer-implemented method for integrating data output from a relationship between a customer and a service or product provider. The method includes receiving one or more customer vehicle attributes from two or more computer systems selected from the group consisting of: a service appointment system, a dealer management system, a marketing offer system, an accessory system, a vehicle inspection system, a follow-up system, and a concern resolution system; storing the one or more customer vehicle attributes into a data warehouse; and transmitting the one or more customer vehicle attributes stored in the data warehouse based upon an electronic request. Advantageously, the one or more customer vehicle attributes are integrated across the two or more computer systems to facilitate management of an after vehicle sales delivery relationship between a customer and a service or product provider.